

IN THE CLAIMS:

Claims 1-7 (Canceled)

8. (New) An electric sign comprising a front side, a rear side and at least one side surface that extends between and links together the front side and the rear side, where a light guiding interior of a transparent material is comprised between said front side rear side and side surface, a lighting appliance being arranged in connection with said side surface in order to emit light to the light guiding material, and the rear side being adapted to comprise figures reflecting the light from the lighting appliance, through the front side of the electric sign, wherein the front side of the electric sign is convex.
9. (New) An electric sign according to claim 8, wherein the convex front side at least partly is in direct communication with the rear side.
10. (New) An electric sign according to claim 9, wherein the sign has a bend radius that results in a height between the rear side and the convex front side, the height (h) being measured perpendicular to the rear side in a point in which the convex front side has its maximum.
11. (New) An electric sign according to claim 10, wherein the height (h) is at least 1/4 of the radial length of the rear side.
12. (New) An electric sign according to claim 10, wherein the height (h) is at least 1/3 of the radial length of the rear side.
13. (New) An electric sign according to claim 8, wherein the sign comprises two opposing side surfaces, in that the front surface extends between these side surfaces, and in that the front surface along the side of the electric sign that extends between the two opposing side surfaces is in direct communication with the rear side.
14. (New) An electric sign according to claim 13, wherein the sign has the shape of a rod.
15. (New) An electric sign according to claim 8, wherein the lighting appliance comprises a casing and at least one light-emitting element arranged inside the

casing, and in that the casing is arranged to closely enclose the side surface in order to prevent leakage of light via said side surface.

16. (New) An electric sign according to claim 15, wherein the light-emitting element is positioned inside the casing in such a way that the casing, at least along the front side of the electric sign, conceals the light-emitting element at a view of the electric sign from a location at which a viewing angle ( $v$ ) between said location and the side surface is at least  $15^\circ$ .

17. (New) An electric sign according to claim 16, wherein the viewing angle ( $v$ ) between said location and the side surface is at least  $30^\circ$ .

18. (New) An electric sign according to claim 16, wherein the viewing angle ( $v$ ) between said location and the side surface is at least  $45^\circ$ .

19. (New) An electric sign according to claim 9, wherein the lighting appliance comprises a casing and at least one light-emitting element arranged inside the casing, and in that the casing is arranged to closely enclose the side surface in order to prevent leakage of light via said side surface.

20. (New) An electric sign according to claim 10, wherein the lighting appliance comprises a casing and at least one light-emitting element arranged inside the casing, and in that the casing is arranged to closely enclose the side surface in order to prevent leakage of light via said side surface.

21. (New) An electric sign according to claim 13, wherein the lighting appliance comprises a casing and at least one light-emitting element arranged inside the casing, and in that the casing is arranged to closely enclose the side surface in order to prevent leakage of light via said side surface.

22. (New) An electric sign according to claim 14, wherein the lighting appliance comprises a casing and at least one light-emitting element arranged inside the casing, and in that the casing is arranged to closely enclose the side surface in order to prevent leakage of light via said side surface.